



Barnett Bank of Southwest Florida

**Rebecca S. Allen
President and
Chief Executive Officer**

**240 South Pineapple Avenue
Sarasota, Florida 34236
813/551-3420**

October 24, 1994

**Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554**

Dear Honorable Reed E. Hundt:

We at Barnett are concerned about the possibility of losing our local ABC affiliate.

As you are aware, WWSB, Channel 40 has recently been informed that their 23-year affiliation with ABC has been terminated as of April, 1995. In essence, this decision means Sarasota, Bradenton and Venice will have no local television station. Rather, our citizens will rely solely on spillover news from the Tampa market. At present, none of the Tampa television stations produce or cover local news for Sarasota, Bradenton or Venice.

This decision has far reaching effects. No longer will local news, weather, sports, public affairs and community events be afforded the same coverage we now enjoy. WWSB, Channel 40 is an integral part of our community. They cover the issues and events that affect our lives. WWSB has been there to cover local business news and all of the special events that bring a community together. We have all benefited from the knowledge, commitment and caring that WWSB has shown to our community.

Please help us keep our community together.

Sincerely,

RSA:sll

**cc: Donald P. Zelfang, Esq.
Counsel for Scripps Howard Broadcasting Company**

**Sam Antar, Esq.
Counsel for Capital Cities/ABC, Inc.**

**✓ Stan Crumley
President & General Manager
WWSB, Channel 40**



MANATEE CHAMBER OF COMMERCE

P.O. BOX 321 • 222 • 10TH STREET WEST • BRADENTON, FLORIDA 34208-0321 • TELEPHONE (813) 748-3411
FAX (813) 748-1877

November 16, 1994

Honorable Reed E. Hundt
Federal Communications Commission
Room 814, 1919 M St. N.W.
Washington, D.C. 20554

Dear Mr. Hundt,

I'm writing to you about a concern of the Manatee business community, namely the fact that WWSB Channel 40, located in Sarasota, FL, has been notified that as of April 2nd, 1995 it must stop carrying ABC network programming. We feel that the loss of this network affiliation will limit the station's ability to provide local news, weather, sports, public affairs and information on local community events and issues.

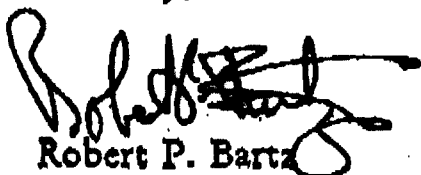
This potential loss represents a significant concern for the Manatee business community because it would: 1) impede the community's ability to respond in a timely fashion to emergency weather conditions; 2) diminish our ability to communicate in and with the local community of Manatee County; 3) diminish our community's stature as a major market area; and 4) in a practical sense, cause local television advertisers to pay Tampa Bay regional rates for a market of nearly three million viewers, rather than local rates for a market of one half million viewers.



Manatee Chamber of Commerce
November 16, 1994
page 2

The Manatee Chamber of Commerce believes this is detrimental to the best interest to Manatee County's business community. The Chamber opposes the proposed action by ABC to end its affiliation with WWSB, Channel 40 because of the effect such action would have to this community's emergency responsiveness and to serving the public's interest.

Sincerely,



Robert P. Barta
President

RPB/jb

cc: Sam Antar, Esq.
Counsel for Capital Cities/ABC Inc.
77 W. 66 St.
New York, NY 10023

Donald P. Zeifang, Esq.
Counsel for Scripps Howard Broadcasting Co.
Baker & Hostetler
1050 Connecticut Ave. N.W.
Washington, D.C. 20036

Stan Crumley, President and General Manager
WWSB, Channel 40
5725 Lawton Dr.
Sarasota, FL 34233

David L. May, President
Greater Sarasota Chamber of Commerce
1819 Main St., Suite 240
Sarasota, FL 34236

CLARKE

ADVERTISING & PUBLIC RELATIONS
FOUR HUNDRED SARASOTA QUAY
SARASOTA, FLORIDA 34236
TELEPHONE (813) 565-2710
FAX (813) 566-4940

November 18, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M. Street, NW
Washington, D.C. 20554

The Honorable Reed E. Hundt

On behalf of WWSB-TV Channel 40 and our local client base, I urge you to ensure that TV-40 continues as the only local network affiliate. The elimination of our local affiliate would force the local advertisers to pay higher Tampa TV metro rates for product marketing.

This action would make the cost of TV advertising cost prohibitive to a large share of the local advertisers. Therefore, the effect on our local economy would be detrimental in the loss of these budgets, the loss of media vehicle ratings, the possible loss of jobs and so on.

Sincerely,



Linda Gross
Vice President/Media Director

LG:lds

cc: Donald P. Zelfang, Esq.
Sam Antar, Esq.
Stan Crumley

THE PRIVATE BANK

BANKERS, INVESTMENT COUNSELLORS AND FIDUCIARIES

BANK OF BOSTON FLORIDA

November 9, 1994

Honorable Reed E. Hundt
Federal Communications Commission
Room 814, 1919 M St. N.W.
Washington, D.C. 20554

Dear Mr. Hundt:

I am writing to express my concern about the decision to permit the ABC Network to discontinue network programming on WWSB, Channel 40 here in Sarasota on April 2, 1995.

I am convinced that this decision is certainly adverse to the interest of the Sarasota community, for a number of reasons:

- 1) The loss of the station's network affiliation will greatly limit the ability to provide local news, weather, sports, public affairs and information on local community events and issues. The Sarasota marketplace is one of approximately 500,000 viewers versus the Tampa Bay market which is over an hour away and which includes nearly three million viewers.
- 2) Again, because of the size of the respective market areas, television advertising rates for the Sarasota business community will be substantially higher to reach a marketplace (Tampa Bay) which has no relevance to their retail or business market area.
- 3) The loss of the affiliation would impede the community's ability to respond in a timely fashion to emergency weather conditions, diminish the ability of the business community to communicate with the local marketplace, and would diminish our community's stature as a major market area.

We hope that you will seriously address this decision prior to the April 2, 1995 cancellation date. Thank you for your consideration.

Sincerely,

Richard P. Trumpler
President

RPT:1130109

cc: Sam Antar, Esq., Counsel for Capital Cities/ABC Inc.
Donald P. Zeifing, Esq., Counsel for Scripps Howard Broadcasting Co.
Stan Crumley, President and General Manager, WWSB, Channel 40
David L. May, President, Greater Sarasota Chamber of Commerce



November 8, 1994

Honorable Reed E. Hunt
Federal Communications Commission
Room 814, 1919M St. N.W.
Washington, DC 20554

I am writing you over my concern over the decision by the American Broadcasting Company (ABC) to end its network affiliation with our local ABC Television station, WWSB Channel 40 in Sarasota, Florida.

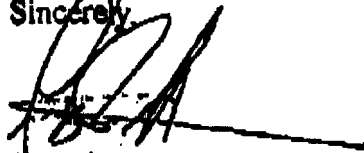
WWSB Channel 40 has served the Sarasota area for the past 23 years as an independently owned affiliate of ABC Television. I strongly oppose this action based on the following:

- This action by ABC is due to circumstances not related to Channel 40's outstanding service to this community but rather to complicated transactions by Scripps Howard and the major networks and their affiliates in several large markets around the country.
- The loss of Channel 40's major network affiliation will significantly damage this community by eliminating the station's ability to provide local programming ranging from community emergency preparedness to public service.
- I am concerned by this potential development because it impedes the community's ability to respond in a timely fashion to emergency weather conditions.
- This proposed action would severely impair the community's ability to communicate on local issues important to the public and damages an institution that has supported a myriad of causes for the benefit of public interest.
- It is inconceivable that the public's information needs can be met from Tampa because in-depth reporting and analysis of news, public affairs, sports and weather relevant to Sarasota would be virtually eliminated.

- E**
- The loss of WWSB Channel 40's network affiliation would adversely alter the community's status as a major market area, moving us from the nations 153rd television market to completely off the chart.
 - This proposed action would reduce advertising options for local business seeking the Sarasota/Manatee market because Tampa Bay regional rates would have to be paid, to reach their intended local audience.

In conclusion, if this proposed action is approved, the people of Sarasota, Manatee and Venice would be just as much served by CNN for local programming and emergency responsiveness as it would to be served by a Tampa station.

Sincerely,



Greg S. Sloan
Operations Manager

GSS/pd

cc. Sam Antar, Esq.
Counsel for Capital Cities/ABC Inc.
77 W. 66th St.
New York, NY 10023

Donald P. Zeifang, Esq.
Counsel for Scripps Howard Broadcasting Co.
Baker & Hostetler
1050 Connecticut Ave. N.W.
Washington, DC 20036

Stan Crumley, President and General Manager
WWSB Channel 40
5725 Lawton Dr.
Sarasota, FL 34233

David L. May
Greater Sarasota Chamber of Commerce
1819 Main St., Suite 240
Sarasota, FL 34236



TOWN OF LONGBOAT KEY FLORIDA

INCORPORATED NOVEMBER 14, 1965

A PETITION BY THE PEOPLE OF LONGBOAT KEY, FLORIDA

IN SUPPORT OF CONTINUED ABC NETWORK AFFILIATION FOR WWSB-TV, CHANNEL 40, SARASOTA-BRADENTON

For more than twenty years the citizens of Longboat Key, Florida, located in both Manatee and Sarasota Counties, have relied on television station WWSB and the American Broadcasting Company to provide a broad range of television services, including news, educational programming, critical weather information in this hurricane vulnerable area, entertainment and the coverage of world events, many having significant importance to the citizens of this community.

The proposed elimination of the affiliation of the American Broadcasting Company with WWSB would seriously damage our community life by reducing the public service ability of television station WWSB to bring local and regional programming to the more than 8000 permanent residents of Longboat Key and the almost 12,000 additional persons who live or visit this community in the fall and winter months.

Any reduction of television service would seriously affect the public safety and welfare of the residents of Longboat Key who rely on WWSB for critical hurricane, storm warnings and weather information. There can be no doubt that the loss of the affiliation with the American Broadcasting Company system will reduce the amount of public service WWSB will be able to provide, thus putting the people of this community at risk and depriving them of the television service they have received for more than two decades.

WE THE UNDERSIGNED RESIDENTS OF LONGBOAT KEY PETITION THE FEDERAL COMMUNICATIONS COMMISSION TO INTERVENE AND PROHIBIT THE AMERICAN BROADCASTING COMPANY FROM TERMINATING ITS AFFILIATION WITH TELEVISION STATION WWSB, SARASOTA, FLORIDA.

NAME ADDRESS

MAYOR ROBERT J. FARBER, TOWN HALL, 501 Bay Isles Road, Longboat Key, FL 34228

Robert J. Farber

TOWN COMMISSIONER LEW GOTTHAINER, TOWN HALL, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Lew Gotthainer

TOWN COMMISSIONER ROBERT DROHLICH, TOWN HALL, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Robert C. Drolich

TOWN COMMISSIONER MARGE SAGMAN, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Marge Sagman

TOWN COMMISSIONER AL GREEN, TOWN HALL, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Al Green

TOWN COMMISSIONER RAY METZ, TOWN HALL, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Ray Metz

TOWN CLERK PAT ARENDS, TOWN HALL, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Patricia L. Arends

TOWN ATTORNEY DAVID PERSSON, TOWN HALL, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

[REDACTED]

RESOLUTION NO. 95R-778

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF SARASOTA, FLORIDA, SUPPORTING AND ENCOURAGING THE CONTINUED NETWORK AFFILIATION OF WWSB, CHANNEL 40, SERVING THE SARASOTA-BRADENTON AREA SINCE 1971, WITH THE AMERICAN BROADCASTING COMPANY (ABC); PROVIDING FOR READING BY TITLE ONLY; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, WWSB, Channel 40, has been serving the Sarasota-Bradenton area since 1971 and is the sole network affiliate licensed to Sarasota, Florida; and

WHEREAS, WWSB, Channel 40, focuses its news coverage exclusively on the communities of Sarasota, Bradenton, and Venice; and

WHEREAS, WWSB, Channel 40, has adopted the credo of "LOCAL, LOCAL, LOCAL" in its coverage of news, weather and sports; and

WHEREAS, WWSB, Channel 40, has an inexorable commitment to the residents of Sarasota to provide fast, accurate severe weather information and has developed an emergency-tested hurricane and tropical storm plan ready to be put into effect whenever severe weather threatens; and

WHEREAS, WWSB, Channel 40, has located its weather tower well inland and on the highest point of land in Manatee county, allowing the best chances for continued "over-air" broadcast throughout a major storm and its aftermath; and

WHEREAS, WWSB, Channel 40, airs Public Service Announcements for the community's events, projects and public awareness concerning organizations and charities based in Sarasota; and

WHEREAS, WWSB, Channel 40, sponsors and supports over 65 community projects and special events; and

WHEREAS, WWSB, Channel 40, has established a relationship and standing in the community through appearances of NEWS40 personnel at over 120 local functions in the capacity of speaker, host, or contributor; and

WHEREAS, WWSB, Channel 40, has devised, nurtured and supported many local projects, including: the "Mayor's Feed the Hungry" campaign, the "Holiday Toy Station," the "Senior Service Guide," the "Hurricane Preparedness Checklist," Hurricane Maps, the "Hometown Bulletin Board," spotlighting not-for-profit organizations in Sarasota and Manatee Counties, "Jackson On The Town," highlighting not-for-profit organizations' fund-raising events, the "Hometown Treasure" Series, focusing on a facility or organization unique to the community

and in need of help with membership or fund raising, and "Common Ground," which chronicles the concerns, triumphs and flavor of Sarasota's African-American community; and

WHEREAS, loss of affiliation with the American Broadcasting Company (ABC) would result in the curtailment or elimination of many of these worthwhile community programs and projects.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF SARASOTA, FLORIDA:

Section 1. The City Commission of the City of Sarasota, Florida, acknowledges and appreciates the contributions made by WWSB, Channel 40.

Section 2. The City Commission of the City of Sarasota, Florida, recognizes the importance of a local television station affiliated with a national network.

Section 3. The City Commission of the City of Sarasota, Florida, encourages and endorses the continued affiliation of WWSB, Channel 40, with the American Broadcasting Company (ABC).

Section 4. The City Auditor and Clerk shall transmit a copy of this resolution to the Chairman of the Federal Communications Commission and other interested parties.

Section 5. This resolution shall take effect immediately upon adoption.

ADOPTED by the City Commission of the City of Sarasota, upon reading by title only, after posting on the bulletin board at City Hall for at least three (3) days prior to the adoption, as authorized by the Charter of the City of Sarasota, this 7th day of November, 1994.



Billy E. Robinson
CITY AUDITOR AND CLERK

Nora Patterson
Nora Patterson
MAYOR

November 15, 1994

Honorable REED E. HUNDT, Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Dear Mr. Hundt,

As a viewer and listener of WWSB (Channel 40), my local TV station, I am very concerned about the loss of its affiliation with the ABC network. The reasons for my concern are:

a) **SPORTS:** Like many Florida communities, Sarasota, served by WWSB, has a very strong and active sports activities. The residents support these events partly because of the coverage provided by WWSB. Each week during the school year, WWSB presents an award to the high school athlete of the week. In addition to following the major professional teams (baseball, football (including Monday night football), basketball, ice hockey, tennis, golf, etc.), WWSB also covers the local minor league teams in this area. One unique sporting event is the boat races covered by WWSB celebrated along with our Independence Day activities. To lose its affiliation with ABC, WWSB would not be able to provide its viewers with the present quality of sports coverage. The real losers are the viewers of WWSB.

b) **CULTURE AND CHARITY:** Sarasota is also known for its cultural and charitable activities which WWSB covers in a very professional manner. Not only does it cover the national charity activities, such as the Jerry Lewis Telethon and the American Cancer Society's "Great American Smoke Out", it also covers the local drives for charitable causes. In many cases there is a cultural connection with the charity, such as a Dance Showcase associated with the local cerebral palsy chapter. This past weekend Sarasota had its fourth annual French Film Festival. Without the support and coverage of WWSB, this International gala would not have the success it has experienced. For the citizens of Sarasota it is an honor to have their city recognized as one of the three most well-known cities in Florida by the French citizenry. Our community has a number of affluent retirees who support these functions and it is only fitting that these activities be given the local news coverage they deserve.

c) **CRIME:** In the recent election campaigns much has been said about fighting crime; WWSB is doing something about it. They actively support "Crime Stoppers" and show mug shots of those wanted by the police. Since Crime Stoppers give cash rewards for information about criminals, airing this section on TV activates participation by its people to help solve crime in our community. This is an important

service provided by WWSB.

d) **FINANCE:** Another important service provided by WWSB is the financial report to give our affluent people an insight into national and local business and financial affairs. Although I am not affluent, I personally enjoy listening to this report to keep abreast of the financial news.

e) **WEATHER:** Right now I am listening to wind blow outside my window from tropical storm Gordon. For some years now, Sarasota has been spared from the devastating effects of a hurricane. The importance of local weather information is never needed more badly than when a major storm is approaching. WWSB has worked with the local emergency preparedness management team of Sarasota to provide the information vital for hurricane preparedness, shelter locations, etc. I would not rely on information as important as this from a TV station 60 miles away. They have their own situation to consider. When travelling, I personally rely on the weather information I obtain from WWSB. I feel comfortable knowing what to anticipate on my trips.

f) **POLITICS** Nationwide we recently had elections. I am proud of the fact that in our community approximately 70% of citizens went to cast their ballots. WWSB covered the pre-election issues thoroughly and provided us with the local information we needed for making informed choices. Our people do not want to obtain our local political news from a news team that spends a few hours in our area and then returns to their station in a distant city. Local news is best covered by local reporters; They know the people, places, and events.

g) **STAFF INVOLVEMENT** Members of the news cast team are seen being involved in community affairs. I have had the opportunity to participate in some of these functions and enjoyed talking with them. It is a good feeling knowing their participation adds to the community and helping others like myself to know what is occurring.

I believe that much of what we presently have will be diminished if the FCC permits ABC to remove WWSB from its affiliation. There is much doubt in my mind that a remote station can effectively provide the service needed in this area. I also believe that in the future, ABC would discover that dropping its affiliation with WWSB was not in its own best interest.

Thank you for considering my concerns about WWSB.

Sincerely,

James E. Fountaine

James E. Fountaine, Ph. D.
736 Searcy Ave.
Sarasota, FL 34237

P.S. MEETING RICHARD S. AND BOB H. AT THE FRENCH FILM FEST. STRONGLY MOTIVATED ME TO WRITE THIS LETTER. I WORE "VOLUNTEER FOR CONCERT 90" TEE SHIRT. OJ

Robert G. Melzer
300 Venice Golf & Country Club Blvd.
Venice, Florida 34292

October 20, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street NW
Washington, DC 20554

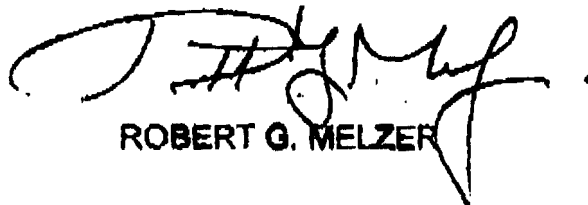
Dear Mr. Hundt:

As a resident of southern Sarasota County, I rely daily on WWSB, Channel 40, for local news and programming. No other station in our viewing area provides this coverage. No where else can we get timely information on local weather (hurricanes and flooding), local politics, local crime, and information on cultural events.

The proposed loss of ABC affiliation by this station will severely limit their abilities to provide local news and information. There is no other station in Sarasota County to fill this gap.

I strongly urge the FCC to consider the merits of WWSB's appeal to retain their ABC affiliation. As someone once said, "If it ain't broke, don't fix it!"

Sincerely,



ROBERT G. MELZER

Mrs. G. Bouclis
Bay Village of Sarasota, Inc.
8400 Vamo Road
Sarasota, FL. 34231
Oct. 18, 1984

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Dear Sir:

I am writing to you to most strongly protest the proposed dis-affiliation of WWSB Channel 40 by the ABC Network.

This is an impossible situation as it deprives viewers in the Bradenton, Sarasota and Venice areas of Florida of their most important source of LOCAL and regional news. WWSB has consistently provided the most timely and far reaching information on Civic, Weather and other important events occurring in this viewing area. The owners and staff contribute their resources and personal time to the many local, public interest meetings, sports, and charitable events that affect us all.

In addition to the above; from a purely business aspect, it is inconceivable that this prime, relatively affluent marketing area is left without an outlet for the ABC network. Both the remaining ABC station - WTSP in St. Petersburg and WFTS the Scripps Howard station in Tampa concentrate on Hillsborough, Pinellas and Pasco counties; an area generally north of Tampa Bay, which is demographically, politically and weather wise significantly different than that of the WWSB service area south of Tampa Bay.

Thank you,

(Mrs) Grace Bouclis

CC: See attached Distribution List



THE FLORIDA SENATE

Tallahassee, Florida 32399-1100

COMMITTEES:
Health and Rehabilitative Services,
Vice Chairman
Agriculture
Appropriations, Sub. C
Commerce
Governmental Operations
Rules and Calendar
SELECT COMMITTEE:
Juvenile Justice Reform
JOINT COMMITTEE:
Legislative Auditing

SENATOR JOHN MCKAY
26th District

November 16, 1994

The Honorable Reed E. Hundt
Federal Communications Commission
Room 814, 1919 M. St., N.W.
Washington, DC 20554

Dear Mr. Hundt,

As I am sure you are aware, WWSB, Channel 40 in Sarasota, Florida, has been notified that as of April 2, 1995, it must stop carrying ABC network programming. I am writing to express my concerns as to the effect the end of this affiliation will have on our local communities. The Sarasota/Bradenton business community is deeply troubled with the potential loss for several reasons.

- 1) The community would be hindered in responding to emergency weather conditions in a timely fashion;
- 2) Reduce our ability to communicate in and with the local community of Sarasota and Manatee Counties;
- 3) Diminish our communities' stature as a major market area; and,
- 4) Cause local television advertisers to pay Tampa Bay regional rates for a market of nearly three million viewers, rather than local rates for a market of one-half million viewers.

In fact, it is inconceivable that the public's information needs can be met from Tampa because in-depth reporting and analysis of news, public affairs, sports and weather relevant to Sarasota/Bradenton would be virtually eliminated.

WWSB Channel 40 has benefitted the Sarasota/Bradenton market for 23 years as an independently owned affiliate of ABC Television, providing outstanding national and local programming and service. I strongly oppose the proposed action by ABC to end its affiliation with WWSB Channel 40.

Sincerely,


John McKay

JM/crc

cc: Donald P. Zeifang, Esq./Counsel for Scripps Howard
Sam Antar, Esq./Counsel for Capital Cities/ABC Inc.

REPLY TO:

- ☐ 2424 Manatee Avenue, West, Suite 101, Bradenton, Florida 34205 (813) 741-3099
- ☐ 524 Senate Office Building, Tallahassee, Florida 32399-1100 (904) 487-5076

PAT THOMAS

ANDER CRENSHAW

JOE BROWN

WAYNE W. TODD, JR.

THE GREATER SARASOTA CHAMBER OF COMMERCE

October 18, 1994

WWSB CHANNEL 40

WHEREAS WWSB Channel 40 has served the Sarasota market for 23 years as an independently owned affiliate of ABC Television, providing national and local programming and service for the Sarasota community, and

WHEREAS ABC has notified Channel 40 that its affiliation with the station will end April 2, 1995 and

WHEREAS this action is due to circumstances not related to Channel 40's outstanding service to this community but rather to complicated transactions between Scripps Howard and the major networks and their affiliates in several large markets around the country, and

WHEREAS loss of Channel 40's major network affiliation will significantly damage this community by eliminating the station's ability to provide local programming ranging from community emergency preparedness to public service, and

WHEREAS the business community is alarmed by this potential development because it impedes the community's ability to respond in a timely fashion to emergency weather conditions, and

WHEREAS this proposed action would severely impair the community's ability to communicate on local issues important to the public and damages an institution that has supported a myriad of causes for the benefit of the public interest, and

WHEREAS it is inconceivable that the public's information needs can be met from Tampa because in-depth reporting and analysis of news, public affairs, sports and weather relevant to Sarasota would be virtually eliminated, and

WHEREAS loss of network affiliation would adversely alter the community's status as a major market area, moving us from the nation's 153rd television market to completely off the chart, and

WHEREAS on a pragmatic basis, this proposed action would reduce advertising options for local business seeking the Sarasota/Manatee market because Tampa Bay regional rates would have to be paid to reach their intended local audience, and

NOW THEREFORE BE IT RESOLVED that the Greater Sarasota Chamber of Commerce strongly opposes the proposed action by ABC to end its affiliation with WWSB Channel 40 because of the deleterious affect such action would have to this community's emergency responsiveness and to serving the public interest, and

BE IT FURTHER RESOLVED that the President is directed to contact all members of the Chamber to solicit their support for Channel 40 by asking them to communicate their displeasure of the pending action by ABC by contacting the Federal Communications Commission, and

FINALLY BE IT RESOLVED that the President is directed to prepare and send a letter on behalf of the Chamber to the Federal Communications Commission conveying our concern on this matter.


President

OCTOBER 18, 1994
date



BOARD OF TRUST
RUSSELL A. CURREN, JR., Contractor
CHARLES E. SPOTTSWORTH, Lawyer, V
WILLIAM E. GIBSON, Legal
ALBERT L. CONYER, Builders Exchange
JOHN D. KICKLENETER, Bank
H. J. FORTWORTH, Phil
MARVIN I. HANCO, Set

Adminis
RAYMOND M.

Co
ROBERT W. DUNN

November 11, 1994

Honorable Reed E. Hundt
Federal Communications Commission
Room 814 1919 M St. N.W.
Washington, D.C. 20554

Honorable Hundt:

As a businessperson and resident of Sarasota County, it is very disheartening to hear that WWSB Channel 40 has been notified that its affiliation with ABC will end April 2, 1995. It is my understanding that this is not related to Channel 40's outstanding service to this community for the past 23 years, but rather to complicated transactions between Scripps Howard and the major networks and their affiliates in several large markets around the country.

Should this come to fruition, it would severely:

1. Impede the community's ability to respond in a timely fashion to emergency weather conditions.
2. Diminish the community's ability to communicate in and with the local community of Sarasota
3. Diminish the community's stature as a major market area
4. And on the practical side, it will cause local television advertisers to pay Tampa Bay regional rates for a market of nearly three million viewers, rather than local rates for a market of one-half million viewers.

This issue is not to be taken lightly. When evaluating the potential loss of this long time partnership, take into consideration the serious affect this will have on the Sarasota Community.

We would appreciate your review of this matter as we would very much like to see ABC remain a part of Channel 40 and our community.

Cordially,

Joseph R. Ferretti, Sr. Vice President
Internal Operations
FLORIDA EMPLOYERS INSURANCE SERVICE CORPORATION
as Service Agent for
FCCI Self-Insurer's Fund



HUMANE SOCIETY OF SARASOTA COUNTY, INC.

November 1, 1994

Humane Society of Sarasota County
2331 15th Street
Sarasota, FL 34237

Honorable Reed E. Hundt, Chairman
Federal Communications Commission
Room 814, 1919 M Street, NW
Washington, D C 20554

Dear Mr. Hundt:

On behalf of the board of directors of the Humane Society of Sarasota County (HSSC) and the thousands of animals it serves each year, I am writing to express our deep concern for the plight of WWSB, Channel 40, which broadcasts to our community.

The people at WWSB have made a commitment to serve our community, and they do so admirably. We share the concern of many local individuals and organizations that the ABC network's withdrawal from the Sarasota area would be the death knell for WWSB's fine news organization. Advertising dollars easily generated by network affiliation would be seriously affected and probably lost. Without revenue, the WWSB "Hometown" news would fade away, and with it would go a strong local slant on news affecting our community, a loss not easily replaced by a news team in another city.

Where does this leave the community of Sarasota and the organizations like HSSC which serve it? It leaves us literally in the dark, with few options except to hope that one of the Fort Meyers or Tampa stations will take pity on us and run a Sarasota story or report Sarasota weather once in a while. Hopefully, they won't wait until some tragedy occurs to mention us; hopefully, they will cover our community events (the REALLY big ones) and visit some of the non-profit organizations serving Sarasota once or twice a year.

WWSB has been there for the Humane Society of Sarasota County for 23 years. Currently they are featuring our orphaned animals on the news twice a month, and they promote and cover every fund-raising effort we make. HSSC needs WWSB, and WWSB needs ABC. We urge you to protect WWSB's affiliation with ABC. Thank you.

Sincerely,

Joan Greenwood
President, Board of Directors
Humane Society of Sarasota County

cc: Sam Antar, Esq., Council for Capital Cities/ABC, Inc.
Donald P. Zeifang, Esq., Council for Scripps Howard
Stan Crumley, President and General Manager, WWSB

2331 15th St. SARASOTA, FL 34237 ☎ (813) 955-4131 ☎ FAX: (813) 955-3715



TOWN OF LONGBOAT KEY FLORIDA

INCORPORATED NOVEMBER 14, 1966

A PETITION BY THE PEOPLE OF LONGBOAT KEY, FLORIDA

IN SUPPORT OF CONTINUED ABC NETWORK AFFILIATION

FOR WWSB-TV, CHANNEL 40, SARASOTA-BRADENTON

For more than twenty years the citizens of Longboat Key, Florida, located in both Manatee and Sarasota Counties, have relied on television station WWSB and the American Broadcasting Company to provide a broad range of television services, including news, educational programming, critical weather information in this hurricane vulnerable area, entertainment and the coverage of world events, many having significant importance to the citizens of this community.

The proposed elimination of the affiliation of the American Broadcasting Company with WWSB would seriously damage our community life by reducing the public service ability of television station WWSB to bring local and regional programming to the more than 8000 permanent residents of Longboat Key and the almost 13,000 additional persons who live or visit this community in the fall and winter months.

Any reduction of television service would seriously affect the public safety and welfare of the residents of Longboat Key who rely on WWSB for critical hurricane, storm warnings and weather information. There can be no doubt that the loss of the affiliation with the American Broadcasting Company system will reduce the amount of public service WWSB will be able to provide, thus putting the people of this community at risk and depriving them of the television service they have received for more than two decades.

WE THE UNDERSIGNED RESIDENTS OF LONGBOAT KEY PETITION THE FEDERAL COMMUNICATIONS COMMISSION TO INTERVENE AND PROHIBIT THE AMERICAN BROADCASTING COMPANY FROM TERMINATING ITS AFFILIATION WITH TELEVISION STATION WWSB, SARASOTA, FLORIDA.

NAME ADDRESS

MAYOR ROBERT J. FARBER, TOWN HALL, 501 Bay Isles Road, Longboat Key, FL 34228

Robert J. Farber

TOWN COMMISSIONER LEW BOITHAINER, TOWN HALL, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Lew Boithainer

TOWN COMMISSIONER ROBERT DROHLICH, TOWN HALL, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Robert Drolich

TOWN COMMISSIONER MARGE SAGMAN, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Marge Sagman

TOWN COMMISSIONER AL GREEN, TOWN HALL, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Al Green

TOWN COMMISSIONER RAY METZ, TOWN HALL, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Ray Metz

TOWN CLERK PAT ARENDS, TOWN HALL, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Patricia Arends

TOWN ATTORNEY DAVID PERSSON, TOWN HALL, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

WE THE UNDERSIGNED RESIDENTS OF LONGBOAT KEY PETITION THE
FEDERAL COMMUNICATIONS COMMISSION TO INTERVENE, AND PROHIBIT THE
AMERICAN BROADCASTING COMPANY FROM TERMINATING ITS AFFILIATION WITH
TELEVISION STATION WWSB (CHANNEL 40), SARASOTA, FLORIDA.

NAME

ADDRESS

GRIFF H. ROBERTS, TOWN MANAGER, 501 BAY ISLES ROAD, LONGBOAT KEY, FL 34228

Griff H. Roberts



November 14, 1994

Mr. Stan Antar, Esq.
Counsel for Capital Cities/ABC, Inc.
77 W. 66 Street
New York, New York 10023

Dear Mr. Antar:

On November 7, 1994, the City Commission of the City of Sarasota, Florida, adopted a Resolution supporting and encouraging the continued network affiliation of WWSB, Channel 40, with the American Broadcasting Company (ABC).

The Resolution included that the City Auditor and Clerk would transmit a copy of the Resolution to the Chairman of the Federal Communications Commission and other interested parties.

To that purpose, please find attached a copy of Resolution No. 95R-778 of the City of Sarasota, Florida, which has been served by WWSB, Channel 40, since 1971.

Sincerely,

Billy E. Robinson

Billy E. Robinson
City Auditor and Clerk

Attachment

cc: Mr. Stan Crumley
President and General Manager
WWSB, Channel 40



CARDINAL MOONEY HIGH SCHOOL

— Serving God In The Community —

COPY

November 2, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, D.C. 20554

Dear Honorable Hundt,

I am writing to you because I am greatly concerned about ABC's decision to end its affiliation with our local station, WWSB, Channel 40. ABC has decided instead to affiliate with WFTS, a Tampa station. Channel 40 provides our community with extensive local coverage that a Tampa station just could not feasibly provide.

The community depends on WWSB's dedicated news department for their thorough reports of local issues. The key word here is LOCAL. WWSB is involved in numerous community charitable events that would suffer greatly if WWSB were to lose its affiliation. Even if they were picked up by an alternative cable, non-affiliated with a national broadcasting network, they would never have the same amount of resources to participate in these charitable events that are so important to the foundation of our community.

If ABC is allowed to pull away their affiliation from WWSB, a great hole will be left in the Sarasota, Bradenton and Venice communities. We will have no where to turn for local news or coverage of our events. Tampa television stations cater to the market that they receive the most ratings from and that would be the Tampa viewers. The Sarasota/Bradenton/Venice area is an established community, that needs a station of their own. Should the members of our community be denied local news and information?

I ask that you consider the long term effect that this change would have on our community.

Sincerely,

Lisa C. Intagliata

Lisa C. Intagliata
Development Assistant



**Fight Lung Disease
With Christmas Seals®**

**Karen L. McDougall
Regional Manager**

2201 Canto Court, #119
Tampa, FL 34232
(813) 377-5864
1-800-771-5862
Fax: (813) 371-4773

**When You Can't
Breathe,
Nothing Else
Matters®**

Since 1904, the
American Lung Association
has affiliated
national chapters



November 4, 1994

**Honorable Reed E. Hundt, Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20553**

Dear Sir:

On behalf of the American Lung Association of Gulfcoast Florida, I want to express our support of WWSB, Channel 40 remaining a local ABC affiliate.

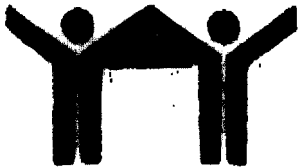
WWSB, Channel 40 is a vital link in our community. As a non profit health organization we fear the loss of the station's ABC affiliation would be damaging to many of our program efforts. WWSB, has been a reliable and unbiased source of information on health topics and legislative issues such as the Florida Clean Indoor Air Act. Most importantly viewers learn how these issues affect our hometown.

In addition, WWSB, Channel 40 makes two projects possible for us each year, Project: On Stage and the Million Dollar Hole-In-One Shootout. Project: On Stage is a contest for high school students, where they create and produce a 30-second public service announcement on a lung health issue. WWSB, Channel 40 professionally produces and airs the winning spot. The station is also the media sponsor for our Million Dollar Hole-In-One Shootout, participating in the planning and providing the majority of the publicity. With their help we raised \$20,000 last year. Neither one of these important projects would be possible without the support of the station as it is today.

WWSB, Channel 40 is very important to our organization and our community. We depend on their news coverage and support and would be hurt by their loss of affiliation. Thank you in advance for your consideration.

Sincerely,

**Karen McDougall
Regional Manager**



Habitat for Humanity Sarasota, Inc.

Building houses and building hope!

An affiliate of Habitat For Humanity, Inc.
Americus, Ga

COPY

October 21, 1994

Honorable Reed E. Hundt, Chairman
Federal Communications Commission
1919 W. Street, NW, #814
Washington, DC 20554

Dear Mr. Hundt:

News that our local ABC affiliate, WWSB-TV, Channel 40, is scheduled to lose its relationship with the network, is shocking news and just plain unacceptable to those of us who live and work here. In what appears to be a complicated power play on the part of larger media concerns, Sarasota and its citizens are certain to come out the losers. I am appealing to you and the powers-that-be at Capital Cities/ABC, Inc., to reconsider a misguided course.

Sarasota needs a healthy local television station and a healthy station needs a network affiliation in order to survive and thrive. Viewers and area citizens are the beneficiaries of a strong station. As surely you must know, a network affiliation allows a station to be profitable and effectively compete with other area media. In turn, that profitability allows our Channel 40 to cover many local stories, events and issues that a Tampa or Fort Myers station wouldn't consider because of the distances involved. Non-profit organizations in particular rely heavily on Channel 40's coverage and the station has always been very generous and active. The management is community-minded and their support is invaluable and irreplaceable. Without a healthy local station, we cannot do our jobs effectively and many of the disenfranchised, represented by non-profit groups, will be the ones to pay the price.

On behalf of Habitat for Humanity Sarasota, Inc., I urge you to look at the larger picture and consider what is best for the citizens of Sarasota. Stripping WWSB of a network affiliation will return us to being a step-child to the Tampa market, and we deserve better than that.

Thank you for your consideration of this most important issue.

Sincerely,

Ricki Lindsay
Ricki Lindsay, Director
Media Relations